

ADV # \_\_\_\_\_ ADV. NAME POLI/R PPOF-3PACK/R/OTH/FL REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPEBELL  
 566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)  
 BLAUVELT, NY 10913  
 ORDER # \_\_\_\_\_ CONTRACT # 6363723 CLASS: NATL. LOCAL REGIONAL  
 PRDCT 3PACK-FARK, SANT, TOBI EST#551 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT8/12 - NOV1/12 WK-4  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT4/12 12.22

REP: NEW ORDER  
 TTL \$19,800 @23X  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN  
 CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 RPOF3PACK FARKAS, SANTIAGO, TOBIA

  
 9/15/14

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30		\$900.00	10/29	11/1	4		M-TH	4
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 551												
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
2			400P-500P	30		\$600.00	10/22	10/24	2		M,W	2
PROGRAM : DR OZ												
CON COM1: DR OZ												
3			400P-500P	30		\$600.00	10/29	10/31	2		M,W	2
PROGRAM : DR OZ												
CON COM1: DR OZ												

10/8/12 FCR  
 NOV 01 2012

REP HEADLINE# 6363723  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT4/12 12.22  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P	30		\$600.00	10/15	10/17	2		M,W	2
PROGRAM : DR OZ												
CON COM1: DR OZ												
5			400P-500P	30		\$600.00	10/8	10/10	2		M,W	2
PROGRAM : DR OZ												
CON COM1: DR OZ												
6			500P-530P	30		\$900.00	10/29	10/30	2		M-TU	2
PROGRAM : 5P NEWS												
CON COM1: 5P NEWS												
7			530P-600P	30		\$900.00	10/31	11/1	2		W-TH	2
PROGRAM : 530P NEWS												
CON COM1: 530P NEWS												
8			600P-630P	30		\$1,200.00	10/29	11/1	4		M-TH	4
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
9			700P-730P	30		\$1,000.00	10/29	10/31	3		M-W	3
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
OCT/12			\$3,600.00			NOV/12						
												16200.00
												CONTRACT TOTAL
												19800.00
												TOTAL SPOTS
												23

MARKET TOTALS \$93,900 WFLA 21% WFTS 17% WTSP 38% WTVT 24% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI  
 DEMOS- RA50+\*

McLaughlin & Associates - NY  
566 South Route 303  
Blauvelt NY 10913

Republican Party Of FL/ R/ St Senate  
Submission Number 798 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Republican Party Of FL/ R/ St Senate	<b>Submission Cost:</b> 19800	<b>Campaign Ref:</b> E:063637230
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / /551	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/08/12 to 11/04/12	<b>Weeks:</b> 4	<b>Order Ref:</b> 06363723
<b>Est./PO Number:</b> 06363723	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> 3pack-Fark,sant,tobi	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/08	10/15	10/22	10/29	Total	Cost
1	M-F 7a Today Show MTWT...	03	900	30 Comme	Nbr of Spots				4	4	3600
2	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots			2		2	1200
3	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots				2	2	1200
4	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots		2			2	1200
5	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots	2				2	1200
6	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots				2	2	1800
7	M-F 530p News ..WT...	03	900	30 Comme	Nbr of Spots				2	2	1800
8	M-F 6p News MTWT...	03	1200	30 Comme	Nbr of Spots				4	4	4800
9	M-F 7p News	03	1000	30 Comme	Nbr of Spots	2	2	2	3	3	3000
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	2	2	2	17	23	

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566 South Route 303  
Blauvelt NY 10913

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<b>Schedule Dates:</b> 10/08/12 to 11/04/12	<b>Weeks:</b> 4	<b>Order Ref:</b> 06363723
<b>Est./PO Number:</b> 06363723	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	10/29	Total	Cost
MTW....				Comme						
Weekly Totals: Total Spots(Ord Spots)					2	2	2	17	23	

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4			
		10/08	10/15	10/22		10/29			
Spots	23	2	2	2					17
Cost	19800	1200	1200	1200					16200

Grand Totals:

Spots:	23
Gross Total:	19,800.00
Commission:	2,970.00
Net Total:	16,830.00



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

48825  
McLaughlin & Associates - NY  
566 South Route 303  
BLAUVELT NY 10913

REP\_: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV\_: Republican Party Of F1/ R/ S  
PROD: 3pack-Fark,sant,tobi

2012  
INVOICE DATE 10/28/12 E:063637230  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033255  
PAGE 1 BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/08/12-11/04/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /551  
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 4p Dr Oz						*WFLA :30 Commercial		
	600.00	2 2	10/22	MO	04:19P	30 RPOFFF200TVFL	600.00	
			10/24	WE	04:28P	30 RPOFFF200TVFL	600.00	
	600.00	4 2	10/15	MO	04:57P	30 RPOFFF200TVFL	600.00	
			10/17	WE	04:18P	30 RPOFFF200TVFL	600.00	
	600.00	5 2	10/08	MO	04:57P	30 RPOFFF200TVFL	600.00	
			10/10	WE	04:30P	30 RPOFFF200TVFL	600.00	
Total Airtime Gross Spot Revenue:			3,600.00					

PERIOD COST 3,600.00

6 Total Units		Debits	.00
ACTUAL GROSS BILLING	3,600.00	Credits	.00
AGENCY COMMISSION	540.00	SUB-TOTALS	.00
NET DUE	3,060.00	TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER  
Republican Party Of F1/ R/ S  
PRODUCT  
3pack-Fark,sant,tobi

INVOICE NUMBER 0100033255  
BROADCAST MONTH 10/01/2012 - 10/28,  
AMOUNT DUE 3,060.00

REMIT TO:

\*00200

000048825  
McLaughlin & Associates - NY  
566 South Route 303  
BLAUVELT NY 10913

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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# WFLA-TV

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200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

48825  
McLaughlin & Associates - NY  
566 South Route 303  
BLAUVELT NY 10913

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Republican Party Of F1/ R/ S  
PROD: 3pack-Fark,sant,tobi

2012  
INVOICE DATE 11/25/12 E:063637230  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033813  
PAGE 1 BROADCAST MONTH 10/29/2012 - 11/2  
SCHEDULE DATES 10/08/12-11/04/12  
Standard Broadcast Month

REF#: . / . /551  
Desc: Campaign Option Number 1, Booking1

TERMS: NET 30 DAYS.

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 7a Today Show	900.00	1 4	*WFLA 10/29 MO 08:58A	30	RP0FFF300TVFL :30 Commercial	900.00		
			10/30 TU 08:49A	30	RP0FFF300TVFL	900.00		
			10/31 WE 07:59A	30	RP0FFF300TVFL	900.00		
			11/01 TH 08:43A	30	RP0FFF300TVFL	900.00		
M-F 4p Dr Oz	600.00	3 2	*WFLA 10/29 MO 04:20P	30	RP0FFF300TVFL :30 Commercial	600.00		
			10/31 WE 04:29P	30	RP0FFF300TVFL	600.00		
M-F 5p News	900.00	6 2	*WFLA 10/29 MO 05:14P	30	RP0FFF300TVFL :30 Commercial	900.00		
			10/30 TU 05:23P	30	RP0FFF300TVFL	900.00		
M-F 530p News	900.00	7 2	*WFLA 10/31 WE 05:52P	30	RP0FFF300TVFL :30 Commercial	900.00		
			11/01 TH 05:58P	30	RP0FFF300TVFL	900.00		
M-F 6p News	1200.00	8 4	*WFLA 10/29 MO 06:28P	30	RP0FFF300TVFL :30 Commercial	1200.00		
			10/30 TU 06:14P	30	RP0FFF300TVFL	1200.00		
			10/31 WE 06:28P	30	RP0FFF300TVFL	1200.00		
			11/01 TH 06:15P	30	RP0FFF300TVFL	1200.00		
M-F 7p News	1000.00	9 3	*WFLA 10/29 MO 07:16P	30	RP0FFF300TVFL :30 Commercial	1000.00		
			10/30 TU 07:24P	30	RP0FFF300TVFL	1000.00		
			10/31 WE 07:09P	30	RP0FFF300TVFL	1000.00		
Total Airtime Gross Spot Revenue:			16,200.00					

PERIOD COST 16,200.00

17 Total Units  
ACTUAL GROSS BILLING 16,200.00  
AGENCY COMMISSION 2,430.00  
NET DUE 13,770.00

Debits .00  
Credits .00  
SUB-TOTALS .00  
TOTAL RECONCILING .00

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P.O. Box 1410  
Tampa, FL 33601



ADVERTISER  
Republican Party Of F1/ R/ S 3pack-Fark,sant,tobi

PRODUCT  
INVOICE NUMBER 0100033813  
BROADCAST MONTH 10/29/2012 - 11/25  
AMOUNT DUE  
13,770.00

REMIT TO:

\*00171

000048825  
McLaughlin & Associates - NY  
566 South Route 303  
BLAUVELT NY 10913

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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